

Amendment to Claims

1. (Cancelled)

21. (New) A method of retail shopping including an establishment-specific intranet, the method comprising the steps of:

- (a) assigning an establishment specific shopper profile to each customer and digitally expressing the same in a memory of said intranet;
- (b) within a retail establishment, selecting a product search mode from the mode members comprising:
 - (i) physically looking at a product on display therein;
 - (ii) observing a static, dynamic, or other pre-defined electronic image or series thereof including store department-specific product images; and
 - (iii) proceeding to an intelligent shopping station (ISS) including said establishment intranet and accessing said intranet with said intranet access means.
- (c) when said step (b) (iii) is selected, employing said ISS to use and view a graphical user interface (GUI) thereof;
- (d) at said GUI, accessing product specific information regarding a product within searchable databases of said ISS, selected from inquiry categories comprising product information, frequently asked questions about said product, alternatives to said product, and suitable coordinates for said products; and
- e) receiving intranet suggestions regarding said product in accordance with one or more criteria selected from the group including geographical region, season, age of shopper, other personal data said shopper profile, price range of interest, current discounts, and by random.

22. (New) The method as recited in Claim 21, further comprising the step of:

arranging customer search results of said receiving step (e) in accordance with management defined priorities.

2. (Cancelled)

3. (Currently Amended) The method as recited in Claim ~~2~~ 21, further comprising the step of:

accessing said criteria of said suggestion[s] categories in accordance with a selected store display site or department that is displayed on said GUI.

4. (Currently Amended) The method as recited in Claim ~~2~~ 21, further comprising the step of:
executing a zoom function upon any visually expressed suggestion[s] of said sorting receiving step (e) above.

5. (Cancelled)

6. (Currently Amended) The method as recited in Claim ~~2~~ 21, further comprising the steps of:

(f1) if Step (b)(i) or (ii) above is selected, obtaining a bar code tag or element corresponding to a product of potential interest;
and

(g1) bringing said tag to said ISS to consummate a sales transaction.

7. (Currently Amended) The method as recited in Claim 2 21, further comprising the steps of:

(f2) if step (b)(i) or (ii) above is selected, determining a product of interest;

(f3) if said product is not in stock or is not in stock in the exact desired size, color or quantity, obtaining a bar code tag or element corresponding to said product; and

(g2) bringing said tag to said ISS to effect an on-line order of the exact desired product, in which offsite fulfillment means are employed by said ISS.

8. (Currently Amended) The method as recited in Claim 2 21, further comprising the step of:

providing customer assistance at said ISS during any of said ISS use steps above.

9. (Original) The method as recited in Claim 6, further comprising the step of:

providing customer assistance at said ISS during any of said ISS use steps above.

10. (Original) The method as recited in Claim 7, further comprising the step of:

providing customer assistance at said ISS during any of said ISS use steps above.

11. (Currently Amended) The method as recited in Claim 2 21, further comprising the step of:

positioning a fabric sample table near said electronic images and/or said ISS.

12. (Currently Amended) The method as recited in Claim 2 21, further comprising the step of:
storing each customer product search for purposes of later external internet access through the use of said intranet access means of the customer.

13. (Currently Amended) The method as recited in Claim 2 21 in which said intranet access means comprises a panel of credit card size and dimension.

14. (Original) The method as recited in Claim 13 in which said panel comprises a retail store charge card.

15. (Currently Amended) The method as recited in Claim 4 21, further comprising the step of:
accessing said criteria of said suggestion categories in accordance with selected store display sites or departments that are displayed on said GUI by random.

16. (Cancelled)

17. (Currently Amended) The method as recited in Claim 15, further comprising the ~~S~~ step of:
click-or cursor-selecting a product of interest show[n] in one of said store display sites upon said GUI; and
providing selectable information about said product.

18. (Original) The method as recited in Claim 17, further comprising the step of:
executing a zoom function upon said selected product.

19. (Original) The method as recited in Claim 17, further comprising the step of:

 continuously providing views of product alternatives and/or coordinates to said selected product.

20. (Original) The method as recited in Claim 18, further comprising the step of:

 continuously providing views of product alternatives and/or coordinates to said selected product.